



May 11, 2006

Shook,  
Hardy &  
Bacon, L.L.R.  
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Robert H. Reckers

Mail Stop Amendment  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Re: Our Ref.: MFCP.109834 (MS # 306923.01)  
Serial No. 10/691,885  
Title: SYSTEM AND A METHOD FOR PRESENTING ITEMS TO A  
USER WITH A CONTEXTUAL PRESENTATION

Dear Sir:

Enclosed herewith are following documents:

- Amendment;
- a self-addressed postal card to acknowledge receipt of the foregoing submissions.

The Commissioner is authorized to change Deposit Account No. 19-2112 for the filing fee and any additional fees which may be required in connection with this application. This authorization is made in duplicate.

Respectfully submitted,

Robert H. Reckers  
Reg. No. 54,633

RHR/df  
Enclosures

CERTIFICATE OF MAILING 37 C.F.R. § 1.8	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, COMMISSIONER FOR PATENTS, P.O. Box 1450, Alexandria, VA.22313, on:	
<u>May 11, 2006</u> Date	<u>[Signature]</u> Signature

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS:  
TIMOTHY P. MCKEE, *ET AL.*

SERIAL NO. 10/691,885

FILING DATE: OCTOBER 23, 2003

TITLE: SYSTEM AND A METHOD FOR  
PRESENTING ITEMS TO A USER  
WITH A CONTEXTUAL  
PRESENTATION

§ ATTORNEY DOCKET NO. MFCP.109834  
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§ GROUP ART UNIT: 2174  
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§  
§ EXAMINER: BORIS M. PESIN  
§  
§  
§

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**AMENDMENT**

In response to an Office Action dated February 13, 2006, Applicants have amended the claims and have responded to the rejections.

**Amendments to the Claims** begins on page 2 of this paper.

**Remarks** begin on page 12 of this paper.